

Message Text

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SUBJ: POST RECOMMENDATION FOR FY 1977 COUNTRY
COMMERCIAL PROGRAM (VCCP)

REF: A) STATE A-9016, 6 DEC 74
B) NEW DELHI 1129
C) NEW DELHI 1761

1. THE FOLLOWING ARE OUR DRAFT RECOMMENDATIONS FOR FY 1977
ACTIVITIES, USING THE NEW CCP FORMAT. WE PLAN TO USE THE
SAME TEXTS FOR SECTION I (OVERVIEW) AND SECTION III
(ORGANIZATION CHART) AS WERE USED IN THE FY 76 CCP.

2. SECTION II: SUMMARY OF PROGRAM ACTIVITIES.

(1) PRODUCT CAMPAIGNS

(1.1) METALWORKING AND FINISHING MACHINERY INCLUDING
NUMERICALLY CONTROLLED TOOLS. BASED ON OUR MARKET RESEARCH
WE BELIEVE THAT A SPECIALIZED TRADE MISSION IS CALLED FOR
TO EXPLOIT THIS GROWING MARKET. SUCH A MISSION COULD BE
TAILORED TO MEET REQUIREMENTS IN IRAN AND/OR PAKISTW
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EXPECTED RESULTS: IMMEDIATE SALES OF UP TO DOLLAR 1 MILLION AND

NEAR-TERM SALES OF DOLS. 5 MILLION. AS IN THE CASE OF PAST MISSIONS, THE LEVEL OF SALES ACHIEVED WILL DEPEND HEAVILY ON THE FOREIGN EXCHANGE SITUATION AND ON THE AVAILABILITY OF DEFERREDPAYMENT FINANCING.

(1.2) OILFIELD EQUIPMENT. THE GOI PLANS TO GREATLY INCREASE EXPLORATION EFFORTS AND FOREIGN EXCHANGE WILL BE MADE AVAILABLE FOR A WIDE RANGE OF OFFSHORE AND ONSHORE DRILLING EQUIPMENT, AS WELL AS EQUIPMENT FOR STORAGE, PROCESSING, AND TRANSPORTATION OF OIL. MARKET RESEARCH WILL BE COMPLETED BY END FY 75. US EQUIPMENT IS WELL KNOWN AND PREFERRED BUT EXTENT OF US SALES WILL DEPEND HEAVILY ON WHETHER THE US EQUIPMENT CAN BE OFFERED ON COMPETITIVE DELIVERY SCHEDULES.

EXPECTED RESULTS: NEAR-TERM SALES OF UP TO DOLS20 MILLION.

(1.3) EQUIPMENT FOR SUPER THERMAL POWER STATIONS . THE GOI IS SEEKING A WORLD BANK CREDIT FOR CONSTRUCTION OF FOUR LARGE COAL FIELD THERMAL STATIONS, EACH WITH AT LEAST ONE 500 MW TURBINE. A LARGE VARIETY OF EQUIPMENT, INCLUDING PUMPS, VALVES, BOILERS AND TRANSFORMERS WILL PROBABLY BE IMPORTED.

EXPECTED RESULTS: AMERICAN SUPPLIERS COULD OBTAIN AS MUCH AS DOLS50 MILLION OF ORDERS OVER A TWO TO THREE YEAR PERIOD IF THE IBRD LOAN MATERIALIZES.

(1.4) PROCESS CONTROL INSTRUMENTATION; WASTE CONTROL EQUIPMENT; AND PUMPS, VALVES AND COMPRESSORS. WE DO NOT BELIEVE THAT ANY OF THESE THREE MARKET RESEARCH CATEGORIES MERITS TRADE MISSION PROMOTION. WE HOPE TO CO-SPONSOR TWO PRODUCT SEMINARS AND MOUNT ONE CATALOG SHOW (PULP, VALVES AND COMPRESSORS) DURING FY 1977.

EXPECTED RESULTS: WE HOPE TO INTRODUCE 40 NEW US FIRMS TO THE INDIAN MARKET, AND DEVELOP 50 TRADE INVESTMENT OPPORTUNITIES.

(1.5) WE WILL ALSO DEVOTE RESOURCES TO (A) FOLLOW UP
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ON ELECTRONICS/COMMUNICATIONS PROMOTIONAL EVENT MOUNTED DURING FY 76 (SEE REF B); AND (B) DEPENDING ON FY 75 MARKET RESEARCH RESULTS, INITIATE PRODUCT CAMPAIGNS IN THE AREAS OF CHEMICAL PLANT MACHINERY AND PULP AND PAPER MAKING MACHINERY.

3. SECTION II: OTHER PRIORITY PROJECTS

(2.1) BARTER/LINK DEAL PROJECTS. WE WILL CONTINUE OUR

EFFORTS TO PROMOTE SPECIAL TRADING ARRANGEMENTS (SEE REF B).

(2.2) ACTIVE PROMOTION OF JOINT VENTURES IN PRIORITY AREAS
SUGGESTED BY THE GOI. DURING THE RECENT INDO-US JOINT
COMMISSION MEETINGS, GOI OFFICIALS PROMISED TO PROVIDE A
SHORT LIST OF AREAS WHERE FOREIGN INVESTMENT IS PARTICULARLY
DESIRABLE. WE WILL DEVOTE CONSIDERABLE EFFORT, BEGINNING
IN FY 1975, TO REPORTING ON INVESTMENT OPPORTUNITIES IN
THESE AREAS.

4. SECTION III: ORGANIZATIONAL CHART (SEE REF B).

NOTE: IN SECTION III OF FY 76 AND FY 77 CCP ONE FSO 4
POSITION IN NEW DELHI SHOULD BE DELETED.

5. SECTIONS IV AND V AND CAMPAIGN WORKSHEETS BEING
SENT IN SEPARATE CABLE.SCHNEIDER

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